be you.

Discussant Presentation

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Internal vs. External Review:

In your experience, what are the benefits and drawbacks of your choice to use an internal evaluation rather than an independent evaluation (like the evaluation conducted by NORC in 2010)? How do you plan to account for differences in your evaluation design? For example, could you address:

- Respondent candor
- Likelihood of response
- Question bias

Contextual Differences in Evaluation Time Periods:

Given that the Census is a once-a-decade event, how are you working to ensure that the learnings from this evaluation are relevant for planning for the 2030 Census? (To Bureau and to advocates.)

- What are you using from the 2010 evaluation that we know was helpful for 2020 planning?
- Are there evaluation items that are deeply impacted by the current political climate?
- What do you expect us to learn that will help for 2030 Census outreach efforts?

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Small Groups and Sub-populations:

While the demographic analysis you have referenced sounds robust, we know that the communities that are the hardest to reach are often those that hold multiple marginalized identities (i.e., low-income people of color, undocumented people in same-sex couples). How are you evaluating the efficacy of the IPC plan for smaller populations and populations with multiple marginalized identities?

Additional Topics of Interest:

- Digital vs. Traditional media
- Social media targeting analysis
- Optimization strategy assessment